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U. S. Department of Agriculture

FROM

JACKSON & PERKINS CO.

10 Rose Lane

Newark, New York

A Personal Word

from

C. H. Perkins

We're particularly proud of our Fall catalog and want to be sure you see all the exceptionally fine roses we are offering for the first time. FASHION, for example, has been acclaimed by experts as one of the greatest Roses ever introduced. Proof of its outstanding qualities is the fact that it has won the three most important Rose honors in the ENTIRE WORLD. So far as I know, no other Rose has made such a complete sweep, even before it had been introduced to the public.

In the Fall of 1948, FASHION won the Gold Medal of the British National Rose Society Summer Show. It received a Gold Medal at the 1949 Bagatelle Trials in Paris. This is the famous Paris Rose Garden in which all the great new Roses are tested for the French gardeners. Here in our own country, the acid test on a new Rose is the All-America Trials, in which Roses are examined for two full years, actually growing at 18 different places throughout the United States. FASHION was the top scoring Rose in the latest trials and has been declared a 1950 All-America Selection.

Masquerade, on page 4 of the new catalog, is one of the most remarkable novelties in the entire plant world. You'll be amazed to see that each bloom in each cluster changes from deep yellow, to pale yellow, then pink and finally deep Cherry-Red. This miraculous transformation of color gives you a whole bouquet of Roses on every plant. Frequently, you'll see all four colors on the same spray at the same time. No other Rose in existence has this magic ability to change its color.

Also on page 4, you'll see the latest addition to Rosedom's Royal Family. Years ago we gave you Pinocchio, which has been one of the most popular



Floribundas in the world ever since its introduction. Then, we gave you Red Pinocchio and Lavender Pinocchio. In this new catalog we now give you another color . . . Yellow Pinocchio.

There are two other outstanding new Roses in this catalog . . . Serenade, a gorgeous new Hybrid Tea, on page 5, and Aloha, an everblooming pink climber (the first new climbing Rose in a decade) on page 7.

I urge you to look at the catalog thoroughly and read the descriptions from beginning to end. There you'll find the complete story of each of these amazing new Roses, plus all the other famous J&P varieties that growers all over the world have known and loved for years.

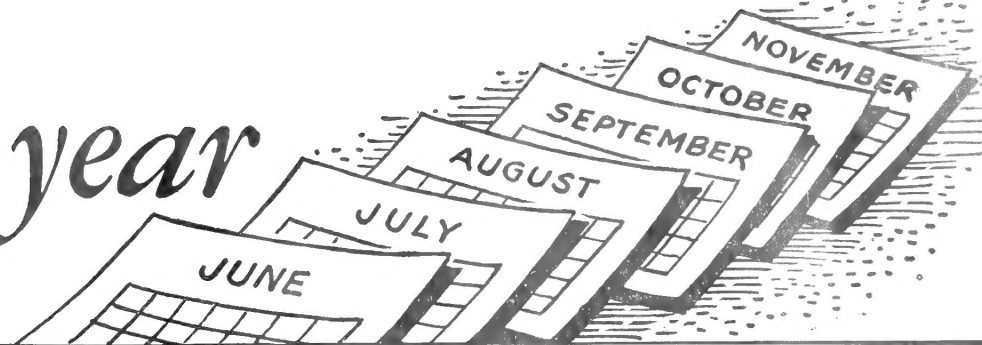
After you have gone through the catalog carefully, I suggest that you send your order in immediately because many of these new things will be so much in demand.

CHECK LIST OF ROSE VARIETIES THAT SHOULD BE IN YOUR GARDEN

- | | | |
|---|--|--|
| <input type="checkbox"/> NEW YORKER . . . The BEST red Rose of all time. A magnificent Hybrid Tea of exceptionally deep scarlet color, perfect form and great size. Winner of Gold Medal at International Test Garden, Portland, Ore. (Pl. Pat. 823) \$2.00 each; 3 for \$5.00; 12 for \$20.00 | <input type="checkbox"/> MASQUERADE . . . The most unusual novelty in the Rose world. A Floribunda that changes color from yellow to lemon to pink and finally to red! Giant clusters show all of these colors at the same time. (P.R.R.) \$2.00 each; 3 for \$5.00; 12 for \$20.00 | <input type="checkbox"/> RUBAIYAT . . . Large uniform brilliant red Hybrid Tea. Unchallenged winner of 1947 All-America Rose Trials. (Pl. Pat. 758) \$1.50 each; 3 for \$3.75; 12 for \$15.00 |
| <input type="checkbox"/> DIAMOND JUBILEE . . . Enormous long lasting Hybrid Tea, warm glowing buff-orange in color. Exceptionally long lasting blooms frequently 5 to 6 in. across. Very vigorous and disease resistant. Top All-America Selection for 1948. (Pl. Pat. 824) \$2.00 each; 3 for \$5.00; 12 for \$20.00 | <input type="checkbox"/> ALOHA . . . Sensational everblooming large flowered Rose pink Climber. Enormous heavy textured blooms repeat frequently all Summer. First important new Climber of a decade. (P.A.F.) \$2.75 each; 3 for \$6.90; 6 for \$13.75 | <input type="checkbox"/> GOLDILOCKS . . . First true golden yellow Floribunda. Winner of John Cook Medal for best new Rose in 3 years. Clusters of bright yellow blooms continuous until frost. (Pl. Pat. 672.) \$1.50 each; 3 for \$3.75; 12 for \$15.00 |
| <input type="checkbox"/> GREY PEARL . . . The famous grey Rose introduced by J&P. So remarkable in color and perfect in form that it is a collectors' item in the garden world. Most exciting Rose color discovery of all time. (Pl. Pat. 680) \$2.50 each; 3 for \$6.25 | <input type="checkbox"/> CRIMSON GLORY . . . America's No. 1 Hybrid Tea Rose for many years. Also voted most fragrant Rose in a Nation-wide survey. (Pl. Pat. 105) \$1.35 each; 3 for \$3.40 | <input type="checkbox"/> BLAZE . . . Most popular of all Climber Roses for many years. Free blooming brilliant red in heavy clusters. Most striking of all Climbers. (Pl. Pat. 10) \$1.50 each; 3 for \$3.75; 12 for \$15.00 |
| <input type="checkbox"/> ECLIPSE . . . "The Rose with the Streamlined Bud." Most popular of all yellow Roses. (Pl. Pat. 172) \$1.35 each; 3 for \$3.40; 12 for \$13.50 | <input type="checkbox"/> PINOCCHIO . . . Best known of all the widely loved everblooming Floribundas. Lovely soft clear pink. (Pl. Pat. 484) \$1.25 each; 3 for \$3.15; 12 for \$12.50 | <input type="checkbox"/> RED PINOCCHIO . . . Most popular red Floribunda. Rich deep carmine blooms produced freely in clusters from June continuously until frost. Particularly striking in mass plantings. (Pl. Pat. 812) \$1.50 each; 3 for \$3.75; 12 for \$15.00 |
| <input type="checkbox"/> FASHION . . . A Floribunda of luminous coral suffused with gold. One of the greatest award winners in the history of Roses. See complete description elsewhere in this circular. (Pl. Pat. 789) \$2.00 each; 3 for \$5.00; 12 for \$20.00 | <input type="checkbox"/> MARY MARGARET MC BRIDE . . . Outstanding performance of this deep coral-pink Hybrid Tea keeps it at the top of the list. All America Winner in 1943; winner of Furstenberg Award of the American Rose Society and still a favorite in any Rose garden. (Pl. Pat. 537) \$1.50 each; 3 for \$3.75 | <input type="checkbox"/> LAVENDER PINOCCHIO . . . The blooms in each cluster range from warm chocolate-brown to dusty-pink and delicate lavender. A beautiful and very unusual color combination. (P.A.F.) \$2.00 each; 3 for \$5.00; 12 for \$20.00 |

For a more beautiful Rose Garden next year

PLANT THIS FALL — AND SAVE MONEY BY ORDERING NOW!



Why you should plant Roses this fall

FALL planting offers you many conveniences. The soil is mellow, easy to work. Prepare it any time at your convenience, and then leave it until the postman delivers your J&P plants. It is then only a matter of a few minutes to put them in the prepared ground. *You can be confident of earlier, better blooms next June* because the plants make new roots in the late fall and early spring . . . will produce giant blooms almost like an established plant.

PLANT EVEN WHEN GROUND IS FROZEN

You can plant Rose bushes even when the ground is beginning to freeze, as long as you protect the roots of the plants against direct exposure while they are being set out. Simply keep the roots covered so that they do not freeze while you are planting the Roses. Once in the ground, the plants will be perfectly safe.

REFER TO YOUR J&P CATALOG

For the finest Roses in the World

A few weeks ago you received our new Fall catalog . . . the finest Rose catalog ever published! The color reproductions are the truest that modern printer's ink can show. Perhaps you have studied this catalog and already know just which J&P Roses you want in your own garden; the finest Roses in the world wait for you in this new Fall catalog of ours.

VISUALIZE EACH J&P VARIETY IN YOUR GARDEN

Take the catalog, study all those lovely red, yellow, pink, and unusual colored Roses we are offering. Visualize where each variety will look best in your garden next June and order them AT ONCE. You'll be amazed (very much to your joy) to find that every variety will be

more beautiful in your garden than any catalog could ever show them.

ROSES ARE USED FOR EVERY GARDEN PURPOSE

The Rose, "Queen of Flowers" will do more for you and your garden than any other flower. Roses can be used as hedges, as backgrounds, in beds, and a hundred different ways. Each use will give your garden more life, more sparkle, and **flowers all season long!** No wonder the Rose is so distinctive! If you want a certain dead-spot to come to life next Summer, try a planting of Floribundas, and you'll witness the most amazing change ever! We are sure you love Roses, so go over that new J&P catalog and order your favorites TO-DAY!



OUTSTANDING VARIETIES FOR YOUR 1950 GARDEN



NEW YORKER

(Plant Patent No. 823)
A truly red red Rose that stays a deep velvety red until the petals wither and fall. The tremendous blooms often measure 6½ in. across. Agreed by many experts to be the BEST of all red Roses. Not only is the color long lasting and sun-resistant, but the bushes are upright and vigorous. Awarded Gold Medal for 1948 in a test of 152 varieties at The International Test Garden, Portland, Oregon.
\$2.00 each; 3 for \$5.00; 12 for \$20.00

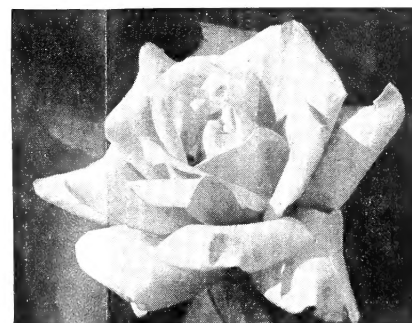


PINOCCHIO

(Plant Patent No. 484)
Enormous clusters of rich salmon buds . . . produced by the hundreds all season . . . gradually change to soft clear pink as the dainty "sweet-heart" flowers open. Very easy to grow; always in bloom with literally hundreds of flowers on every bush. As the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. Extremely hardy and vigorous . . . requires no pampering to produce a continuous riot of color.
\$1.25 each; 3 for \$3.15; 12 for \$12.50

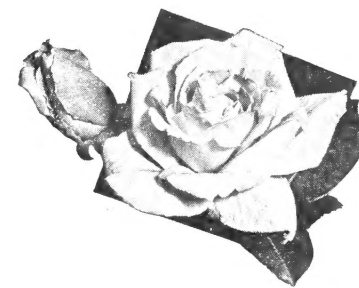
SERENADE (BELOW)

(Plant Patent No. 852)
Exquisite burnt-orange buds open slowly while retaining their high center. When the bud finally opens, a brilliant 5 in. coral-orange bloom develops. These pleasing blooms are produced freely on 3½ ft. open plants. Has a nice shiny green foliage on a very well balanced plant. Our testing stations throughout the country have given it great acclaim.
\$2.00 each; 3 for \$5.00; 12 for \$20.00



FASHION

(Plant Patent No. 789)
Here is definitely the finest Floribunda Rose ever created! A new color in rosehood . . . coral suffused with gold. Hardy and vigorous! Never before has any Rose been so highly acclaimed . . . Top 1950 All-America Award; Winner of 1949 Bagatelle Award, Paris, France; and Winner of 1948 British Rose Society Gold Medal.
\$2.00 each; 3 for \$5.00; 12 for \$20.00



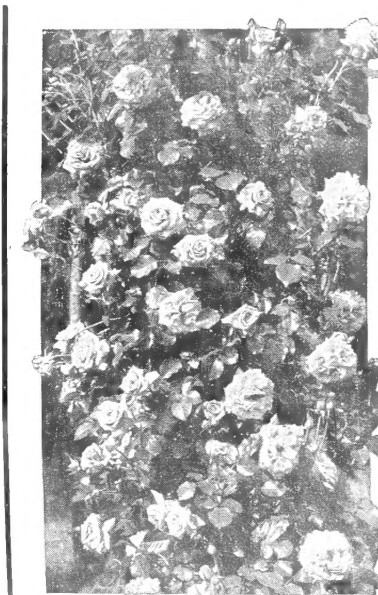
McGREDY'S SUNSET

(Plant Patent No. 317)
Large, fragrant blooms win admiration at every stage as the long life of the flower progresses slowly from the artistic bud to the full open flower of breath-taking beauty. Tinted delicate orange and rich scarlet, the saffron blooms open in glorious grandeur and hold their perfect form long after cutting. 30-in. plants. Very disease-resistant. Sweet fragrance.
\$1.35 each; 3 for \$3.40; 12 for \$13.50



ENCHANTMENT

(Plant Patent No. 737)
Early next June, Enchantment will produce a great display of large stately buds. Apricot tinged outside deepening to clear yellow at the base. These lovely buds open gracefully to high-centered blooms of enormous size . . . entrancing peach-pink with delicate yellow at the base of each petal. Vigorous, upright plants 2 ft. to 3 ft. high. Every plant is vigorous and disease-resistant; blooms repeatedly all Summer long.
\$2.00 each; 3 for \$5.00; 12 for \$20.00



ALOHA-Everblooming Climber!

(Patent Applied For)
LIKE AN ARTIST'S DREAM, THIS EVER-BLOOMING ROSE-PINK CLIMBER BURSTS INTO BLOOM FROM TOP TO BOTTOM IN A BREATHTAKING DISPLAY OF NEVER-TO-BE-FORGOTTEN GLORY.

So profuse . . . so rich . . . in its deep rose-pink blooms of enormous size that it completely defies adequate description. An unbelievable mass of deep coral-pink buds starts the show. These gradually open to very full, double, perfectly formed blooms 5 in. across. Aloha blooms in long stemmed clusters of buds. As if to prolong its breathtaking display, the buds do not open all at once. Very deep waxy foliage makes a solid background, throwing the magnificent blooms into dramatic relief. After its first great peak of June glory, Aloha continues to bloom at intervals during the entire season.
\$2.75 each; 3 for \$6.90; 12 for \$27.50

SPECIAL J&P MONEY SAVING GROUP OFFERS

THESE HAND-PICKED GROUPS GIVE YOU GREATEST VALUES!

Here is your opportunity to have these famous J&P roses at prices that any pocket-book can meet! We have specially selected these groups to give you the best roses in these groups to give you the best roses in these groups to give you the best roses in these groups. Every group will add different price ranges. Every group will add new gorgeous color to your garden and will give you the greatest number of roses we can offer at such a low price! There are absolutely no small grade plants in these groups . . . they are the same as if you were purchasing them singly! All are guaranteed to live and bloom!!! Order them today!

"FREE BLOOMING" PASTEL GROUP

- 1 Fashion
- 1 Pinocchio
- 1 Goldilocks

GROUP #1159
Value \$4.75
Save \$8.00
Only \$3.95

The term "Free Blooming" is appropriate here . . . these 3 varieties will give you more blooms, and as lovely blooms, as anything we could offer.

J&P BIG "7" GROUP

- 1 Enchantment (page 18)
- 1 Grey Pearl (not listed)
- 1 Diamond Jubilee (page 6)
- 1 Rubaiyat (page 21)
- 1 Pinocchio (page 8)
- 1 Eclipse (page 31)
- 1 Fashion (cover page 3)

GROUP #1189
Value \$12.10
Save \$2.05
Only \$10.05

These 7 roses are among the best J&P varieties ever introduced. Each does itself proud in any garden. Our new Fall catalog has full color plates and descriptions of each variety. (Page numbers are indicated).

NEW VARIETIES GROUP

- 1 Clbg. Aloha
- 1 Fashion
- 1 Masquerade
- 1 Serenade

GROUP #1179
Value \$8.75
Save \$1.45
Only \$7.30

Here are the newest J&P roses together in one group. Includes the sensational "Masquerade" (see pg. 4 of the new catalog) and the alluring Serenade, a lovely burnt-orange.

PINOCCHIO FAMILY GROUP AND FASHION

- 1 Fashion
- 1 Pinocchio
- 1 Red Pinocchio
- 1 Lavender Pinocchio

GROUP #1169
Value \$6.75
Save \$1.10
Only \$5.65

Here are those amazing Pinocchio Roses all in one group plus the queen of them all . . . FASHION. This is one of our fastest selling groups.

A SENSATIONAL NEW COLOR IN ROSES

Grey Pearl

(Plant Patent No. 680)

The Only Grey Rose in The World !!!!!

Here's a sensation that every gardener will want to have in his garden! Grey Pearl is a perfect Rose in almost all respects. Ovoid pointed buds, tan and olive, slow opening to produce a medium large, high centered bloom, 4 to 4½ in. across. Has 45 to 50 firm, lavender-grey petals with olive and tan shadings.

GREATEST NOVELTY EVER INTRODUCED
Grey Pearl is the greatest and most interesting novelty Rose ever introduced. It is so startling that people just cannot believe their eyes when they see it. The introduction of this Rose represented the first major break in colors in Roses and since then has created a pattern of new colors to come.
\$2.50 each; 3 for \$6.25



J&P ROSES MAKE ANY GARDEN MORE BEAUTIFUL

Read what J&P customers say:

"It is certainly a pleasure to have Jackson & Perkins solve one's garden problems. I am so delighted with my J&P Roses that it isn't hard to say nice things about them. My garden is gorgeous."
S.G.W., Watervliet, N.Y.

"The Rose bushes I got from you last Spring were the best I ever had and the best I have seen. I will say that you are a company that a person can depend on."
L.S., Dunkirk, N.Y.

"I must say the Rose plants I received from you were the best investment I ever made in plants. Words cannot express the beauty of these Roses all Summer. I want to pay high honor to your White Briarcliff. I counted 64 Roses at one time this Summer and it bloomed until frost."
V.M., Chicago, Ill.

"I love the really pretty things and J&P Roses are mine. I hope I can get them as long as I live, as I just love them oceans. They are wonderful and I cherish each one of them. I owe you so much for the pleasure I get out of your work and your way of doing business."
M.M.J., Norwalk, Conn.

"Your firm grew the bush Pinocchio which for me has been one of the outstanding Roses in my garden."
G.M., Beria, Ohio.

"I want to tell you how much I enjoyed the Rose I got from you last Spring. I have never seen prettier Roses anywhere. We had bouquets all Summer."
Mrs. R.B.B., Pontiac, Mich.

"In our opinion you have the best Roses in the country."
R.S.M., Battle Creek, Mich.



"My Rose bushes and other plants arrived today. Finest nursery stock ever received in past 25 years."
R.L.S., Emporium, Pa.

"To our complete amazement, after a few weeks of ordinary care your Rose bushes grew into huge healthy plants laden with buds."
R.M.H., Williamsville, N.Y.

"Our neighbors claim that ours is the loveliest garden in the neighborhood. Thank you for your cooperation. We hope to add Roses each year."
Mrs. G.L.R., San Antonio, Texas.

"Our Tree Rose is the talk of the neighborhood."
J.M.E., Fort Logan, Colo.

"Our dealings with you people have been most pleasant."
Mrs. C.S., Danville, Ill.

"I set out one of your climbing Roses last April and at this writing (August) it is 10 ft. tall. It has the prettiest buds on it I have ever seen and all my friends want to know where I got this beautiful bush. \$100.00 wouldn't buy it if I couldn't get another."
A.A., Pateros, Washington

"I have long since given up growing annuals in favor of your Hybrid Tea and Floribunda Roses. The joy and thorough satisfaction we have found in them is beyond words."
E.L.T., Waban, Mass.

Use this order blank for anything in this folder or in our catalog

CONVENIENT ORDER FORM—Order now for Fall

Jackson & Perkins Co.

10 Rose Lane

Newark, New York State

| |
|-----------------|
| Amount Enclosed |
| \$ _____ |

Please send me the following at the proper planting time this fall:

| QUANTITY | VARIETY NAME | PRICE |
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| QUANTITY | VARIETY NAME | PRICE |
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Name _____

Street _____ City _____ State _____

Here's the Top Winner

1950 ALL AMERICAN ROSE TRIALS

Fashion

(Plant Patent No. 789)

THE MIRACLE ROSE. Your family and friends will rave more about this than about any other plant in your entire garden. We have produced many great new Roses during our 78 years in business but never before have we created anything to equal this amazing new Floribunda. We urge you to put a group of 3 or 4 plants of **FASHION** in a conspicuous location in your garden and see for yourself the brilliance of this glorious new Rose color . . . luminous Coral suffused with gold! In addition to its gorgeous new color, **FASHION** has all the characteristics of an outstanding Floribunda Rose; enormous clusters of continuous blooms and generous all-around garden performance. Day-in and day-out, the blooms persist without interruption from their first riotous June display right through the season until frost. As the oriental red buds open, a gradual color transformation occurs, blending each bloom into this magnificent luminous coral color. Lovely graceful form, delightful fragrance and splendid easy growth make this one of the finest Floribundas for all-around use.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



USE ORDER BLANK INSIDE

